

A MESSAGE TO PARENTS

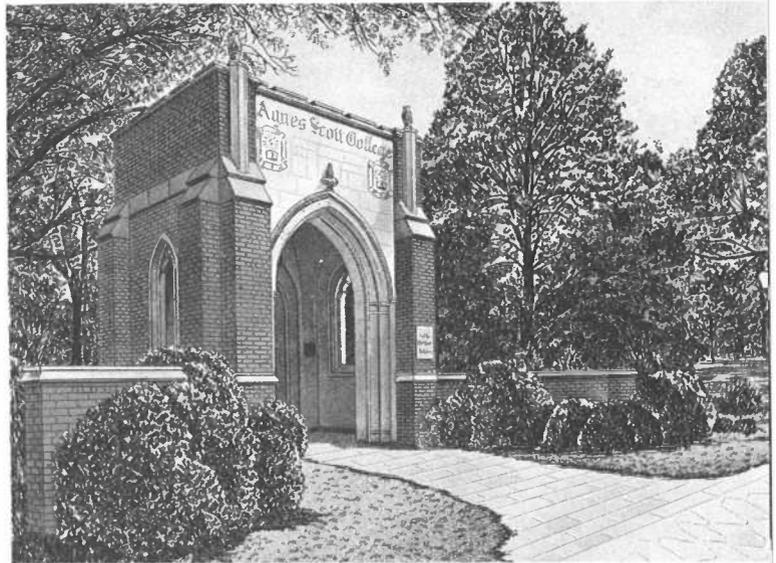


*A message to parents from the
President of Agnes Scott College*



“Throughout its life, Agnes Scott has consistently stood for the liberal arts ideal . . . We have had no intention other than to undertake to serve as effectively as possible as a small Christian liberal arts college for women . . .”

PRESIDENT WALLACE M. ALSTON
—from his inaugural address



SEVEN YEARS AGO, the Trustees of Agnes Scott College initiated the most ambitious program of capital development in the history of the College. Designed to secure a total of \$11,000,000 by 1964, the year in which Agnes Scott will celebrate its seventy-fifth anniversary, this long-term effort already has produced more than \$6,500,000 in its early stages and gives every indication of becoming the most successful fund-raising venture ever sponsored by the College.

Now, with the first phase of this program complete, the College is ready to move into the second phase — a major financial campaign throughout the South and nation — in which the entire Agnes Scott family will be asked to participate. However, before this new phase begins officially, the Trustees and the Faculty-Student Committee in charge of our Campus Campaign have asked me to explain to you the background leading up to this effort and the manner in which it will proceed during the coming months.

*the college's
development
program*

*agnes scott's
principal
objective*

Much of this background I am certain you know already, for as the parent of an Agnes Scott student you have undoubtedly heard your daughter discuss the development program or have read about it in some of our publications. In the event that you may have missed some of this preliminary information, however, the facts are these:

THE COLLEGE'S OBJECTIVE Ever since its beginning as a liberal arts college for women in the deep South, Agnes Scott has had one principal objective: to educate its students according to the highest academic standards in an environment which is avowedly Christian in character. To hew to this objective without succumbing to narrow sectarianism on the one hand and "godless learning" on the other has never been simple but has required the unremitting efforts of everyone involved.

Fortunately, Agnes Scott has had both the approval and the support of its friends in good measure, with the result that there is today no college in the nation with higher academic recognition or sounder moral reputation. Moreover, thanks to a loyal constituency, there are only seven independent colleges for women — all in the East — which possess greater financial assets.

Maintaining this record of achievement, of course, has meant that Agnes Scott has had to involve itself in a continual program of self-improvement. In the past fifty years alone the College has conducted eight major capital fund programs — all of them highly successful — in an effort to increase its effectiveness and maintain its standing among other leading institutions



of its type. These programs, because of their careful planning and solid merit, have attracted the aid of some of America's greatest philanthropic agencies, including the General Education Board, the Ford Foundation, and others.

THE CURRENT PROGRAM In 1953, following a thorough study of the College's purposes and needs, the Agnes Scott Board of Trustees once again voted to conduct a capital development program — this time for the largest sum ever sought in a single effort. The target date for completion was set at 1964, the year of the College's seventy-fifth anniversary.

THE NEEDS Although Agnes Scott's salary scale was in 1953 above the average for the deep South, more than two-thirds of the \$11,000,000 sought was earmarked for endowment. The remaining one-third was to be used for urgently needed additions to the College plant, notably a new fine arts building, a modern physical education building, additional and improved student housing, and the conversion of the present outmoded gymnasium into a student center.

THE PROGRESS Now, seven years after the inception of this program, the Trustees are able to report to you that the early stages of this effort have produced the following advances: (1) the annual appropriation for faculty salaries has been



*\$11,000,000
for the most
urgent needs*

*the needs
remaining*

increased by more than 100 per cent; (2) student housing has been improved by the addition of two new dormitories and the renovation of three others; and (3) additional property—always a problem for the urban institution—has been purchased to allow for the construction of necessary new facilities and for faculty housing. These improvements have amounted to more than \$6,500,000, the total raised to date.

The following objectives, amounting to \$4,500,000, still must be accomplished by 1964:

<i>Additional Endowment</i>	\$1,500,000
<i>Physical Education Building</i>	1,000,000
<i>Fine Arts Building</i>	750,000
<i>New Dormitory</i>	550,000
<i>Conversion of the Existing Gymnasium into a Student Center</i>	500,000
<i>Other Campus Improvements</i>	200,000
TOTAL STILL NEEDED	\$4,500,000*

Thus, to complete successfully the entire development program, the College now plans to move into an intensive campaign, in which the participation of every student, alumna, parent, and friend will be invited. This campaign will begin in April with a special fund-raising program on the campus, extend into nearly fifty areas throughout the country, and return in

*The completion of the total program will bring the College's endowment to more than \$10,000,000 and its total assets to approximately \$18,000,000.



1961 to Agnes Scott's home communities of Atlanta and Decatur.

As this program gets underway, I should like to place before you two proposals on behalf of our Trustees and the Faculty-Student Committee in charge of our Campus Campaign.

1. Within the next few days your daughter will write to you to ask your permission for her to participate in the Campus Campaign which formally inaugurates this phase. We ask that you grant her such permission.

Traditionally, these Campus Campaigns have begun every intensive fund-raising effort conducted by the College, for Agnes Scott has always believed that before it could ask others to share in its future, it must first demonstrate that the students, faculty, and administration believe in that future themselves. The College would prefer that you allow your daughter to make her contribution from her own resources, or from the means available to her now or over a period of the next five years. To receive out-of-the-ordinary assistance from you would, we feel, defeat the primary purpose of the Campus Campaign and deprive her of the satisfaction which comes from independent participation. A five-year period, if desired, is provided for the payment of pledges received in the Campus Campaign. While there will be competition on a class basis, the contributions of each student and faculty member will remain confidential.

2. The College also asks that you begin now to give serious thought to your participation in this program when the



*a request
of parents*

organized appeal reaches your area. At that time we hope to see you personally to discuss the program in greater detail and provide you with the information necessary for an intelligent decision.

Meanwhile, Agnes Scott is confident that it has your good will in its current efforts and that you believe firmly in the work it is attempting to do, not only for your own daughter, but also for every intelligent young woman who seeks a superior and meaningful education on its campus.

Sincerely,

A handwritten signature in cursive script that reads "Wallace M. Alston".

WALLACE M. ALSTON

President,

Agnes Scott College

March 7, 1960

Decatur, Georgia

*The Agnes Scott
75th Anniversary
Development Program*



*the campus
faculty-student
committee*

MISS LLEWELLYN WILBURN }
MISS MARY HART RICHARDSON } *Co-Chairmen*

MISS ELIZABETH ACREE
DR. MARY VIRGINIA ALLEN
MISS NANCY BATSON
MISS NANCY BOND
DR. MARY BONEY
DR. WILLIAM A. CALDER
MISS NANCY EDWARDS
MISS LOUISE FLORANCE
MISS JOANNA FLOWERS
MISS LESLIE J. GAYLORD
MISS NANCY GROSECLOSE
DR. MARIE HUPER
MISS JANE LAW
MISS HELEN MABRY
MR. RAYMOND J. MARTIN
MISS MARION NORTH
DR. HENRY A. ROBINSON
MISS NANCY ROSE
MISS HARRIETT TALMADGE